

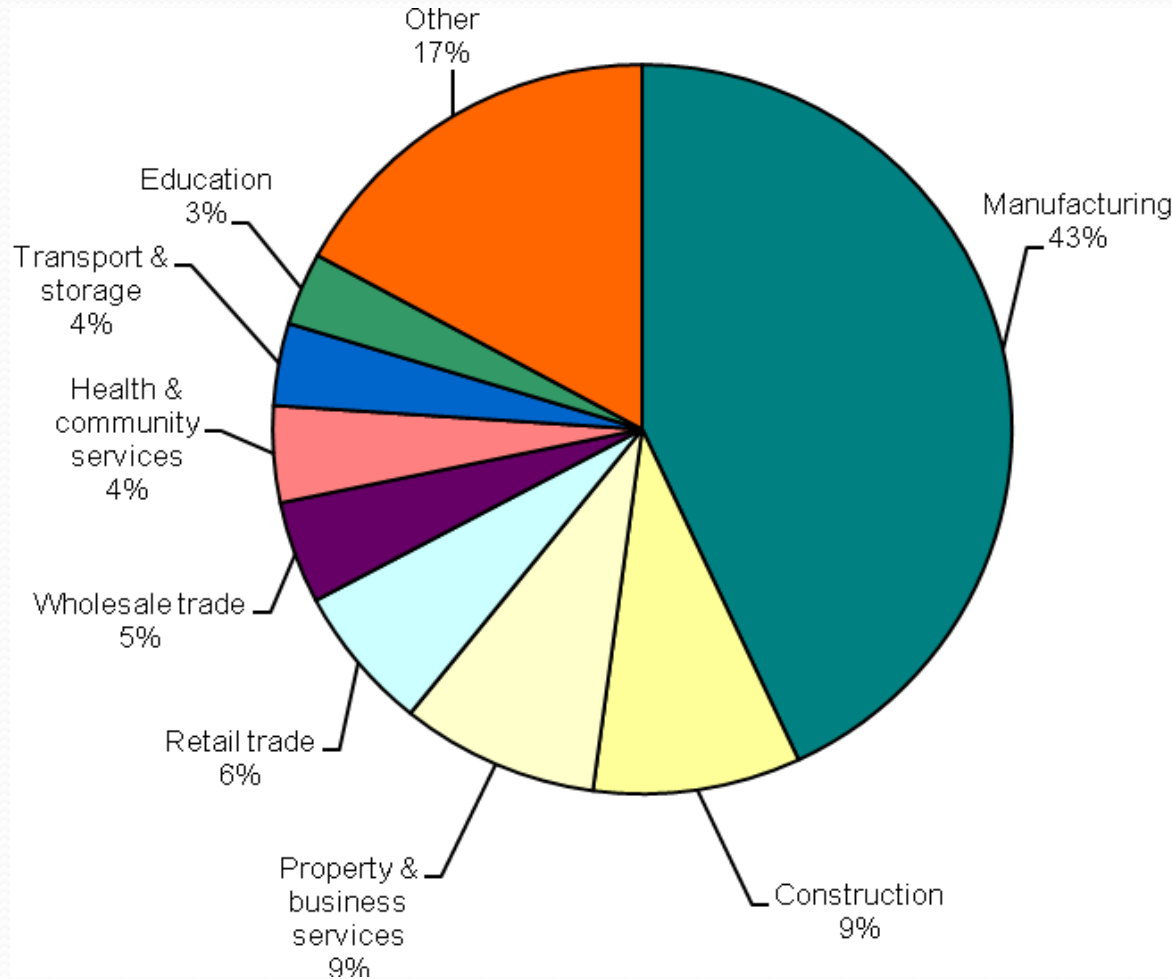
Geelong Manufacturing Council

ICN Event Avalon Airshow 2013

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INDUSTRY & THE GEELONG REGION



Manufacturing in Geelong

- \$10.6b of activity
- 43% of regional economy
- 18% of jobs directly, 40% of jobs in total
- \$1b+ in turnover
- 550 companies
- 100+ exporting
- 14,000 people employed

Geelong is a manufacturing city

In Geelong every day the following is produced:

- 20 kilometres of carpet
 - 250 motor vehicle engines and stampings
 - 7,500 metres of automotive and technical textiles
 - 50,000kg of carpet wool fibre processed
 - 100,000 chickens processed
 - 550 tonnes of aluminium
 - 16,500 tonnes of petroleum
 - 250 tonnes of polypropylene
- (Seats for the Sydney Olympic Stadium is less than 1 days production)

Geelong's contribution to National GDP is higher than any other region in Australia



Geelong
Stamping Plant







Air Radiators

- Currently employs 240+ people in the manufacture of radiators.
- OEM supplier to Kenworth Trucks, Caterpillar underground mining equipment & Hitachi.
- Contracts to design and supply cooling systems for Victoria's Fast Rail project has helped propel the company into export by establishing operations in other countries.



Backwell IXL

- 150 years in business
- Secret has been to keep developing new products each year
- IXL Tastic Bathroom appliance
- Heaters
- Buy out of Sampford partners (Melb) to diversify offerings
- Foundry & Contract Stamping
- Solar contract with First Solar



5 year
in-home
warranty on
unit



2 year warranty
on heat lamps
and in-line
exhaust



Ventair In-Line
Extraction



Compact
Fluorescent
Omni
Lighting



Halo Heat
Technology



Remote
Operation

Multi-Drive Technology

- Developed IP to make a 4WD into 6WD
- Dramatically increases load capacity
- Highly sought after by CFA, DSE etc
- Potential for export markets



GMC Strategic Direction

- Operational Excellence
- Build Industrial Synergies
- Grow Advanced Technology (Innovation)
- Develop Skills Capacities
- Import Replacement
- Position, Networking and Lobbying

Advanced Manufacturing

- Globally competitive industries need to adopt new technology to compete every day
- New technology allows for smaller scale more responsive solutions
- Our only realistic response to emerging low cost countries is by using technology and innovation to stay ahead of the game









ENGINEERING NETWORK GEELONG - ENG

- ENG started 2009
- 50 members/2000 employees
- Basic manufacturing to research and design
- Collaboration & Networking
- Develop key growth opportunities (Cleantech, Resources)
- ENG created \$20m of investment and work

ENG & ICN

- ENG & ICN on the 'same page'
- Find and develop opportunities
- Find local resources to fill needs
- Successful delegations to Brisbane, Mackay & Darwin
- Recent wins out of regional S.A, Mackay and Darwin